





RealRate

ADVERTISING 2013

Valassis Communications INC Rank 12 of 24

The relative strengths and weaknesses of Valassis Communications INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Valassis Communications INC compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 35% points. The greatest weakness of Valassis Communications INC is the variable Other Expenses, reducing the Economic Capital Ratio by 49% points.

The company's Economic Capital Ratio, given in the ranking table, is 107%, being 16% points above the market average of 92%.

| Input Variable | Value in 1000 USD |
|------------------------------------|-------------------|
| Assets, Current | 601,452 |
| Assets, Non-Current | 14,142 |
| Cost of Goods and Services Sold | 0 |
| General and Administrative Expense | 0 |
| Intangible Assets | 847,609 |
| Liabilities, Current | 450,882 |
| Liabilities, Non-Current | 607,332 |
| Marketing and Selling Expenses | 0 |
| Other Assets | 0 |
| Other Compr. Net Income | 799 |
| Other Expenses | 2,014,668 |
| Other Liabilities | 57,258 |
| Other Net Income | -28,431 |
| Other Revenues | 2,162,084 |
| Property, Plant and Equipment | 125,832 |

| Output Variable | Value in 1000 USD |
|-----------------------------|-------------------|
| Assets | 1,589,035 |
| Liabilities | 1,115,472 |
| Expenses | 2,014,668 |
| Revenues | 2,162,084 |
| Stockholders Equity | 473,563 |
| Net Income | 118,985 |
| Comprehensive Net Income | 119,784 |
| BaseVar | 3,455,244 |
| ECR before LimitedLiability | 36% |
| Economic Capital Ratio | 107% |